Virginia Growth and Opportunity Fund (GO Virginia)
Healthcare Industry Projects Administrative Guidance

Section 1: Overview

The GO Virginia State Board approved Board Policy #17 – Use of GO Virginia Funds for the Healthcare Sector. This policy allows regions to use Per Capita funds to support projects that expand the pool of skilled healthcare workers where insufficient healthcare services are constraining the growth of one or more targeted traded industry clusters identified in the region's Growth and Diversification Plan.

This administrative guidance establishes the requirements and application process for regions seeking to utilize this policy.

Section 2: Application Process

To apply, applicants must complete the GO Virginia Regional Per Capita Implementation Application and submit the Health Care Industry Project Addendum as a supplementary attachment. Regional Councils must review the application and the addendum when considering a project for funding. The addendum must be submitted as an attachment to the application in CAMS when submitted to DHCD.

Section 3: Completing the Application Addendum

Applicants must respond to each question below and provide supporting documentation where applicable. This section provides guidance on how to respond to each question.

1) Impact on Targeted Industry Clusters

Applicants must describe how insufficient healthcare services are constraining the growth of one or more targeted traded industry clusters identified in the region's Growth and Diversification Plan.

Your response should:

- Clearly identify the affected industry cluster(s)
- Explain how healthcare workforce or service gaps are impacting business growth, expansion, or recruitment using industry data sources

Applicants are encouraged to include supporting documentation, such as:

- Letters from industry partners describing workforce or service challenges
- Input from economic development organizations
- Employer surveys, labor market studies, or other relevant data sources

2) HPSA Requirement and Participating Localities

GO Virginia Board Policy requires that more than 50% of the population served by the project be located in localities designated as Geographic Healthcare Professional Shortage Areas (HPSAs).

To complete this section:

- List all localities actively participating in the project
- Provide the most recent population estimate for each locality
- Indicate whether each locality is designated as a Geographic HPSA.

Participating Locality	Population	HPSA Designation (Y/N)

Geographic Healthcare Professional Shortage Areas (HPSAs) are geographic areas of populations that lack adequate healthcare providers to meet the needs of that population. GO Virginia-eligible healthcare projects must prioritize workforce development efforts in localities designated as Geographic Healthcare Professional Shortage Areas. Applicants must use the HPSA Find website to determine the designation status for the localities participating in the project.

Steps to utilize the HPSA Find website:

1) Select Virginia.
2) Select the localities participating in the project.
3) HPSA Discipline – Select Primary, Dental, and Mental Health.
4) HPSA Status – Select Designated.

5) HPSA Designation Population Types – Select All Geographic HPSAs.

Population data for participating localities can be accessed at the UVA Weldon Cooper Center for Public Service website. The Cooper Center develops the official population estimates for Virginia between decennial censuses. These estimates provide the best approximation of the population count as of July 1st of the previous year.

3) High Demand Occupations and Employer Demand

Identify the occupations from the Virginia High Demand Occupation List (VOEE – Health Science Career Cluster) that the project will address.

Responses should:

- List the relevant high-demand occupations
- Describe how the project will expand the pool of qualified workers in those occupations
- Explain how regional healthcare employers have validated demand for these roles
- May reference Employer commitments or partnerships, Workforce demand data, regional workforce studies or survey

The Virginia High Demand Occupation List is produced annually by the Virginia Office of Education Economics (VOEE). GO Virginia-eligible projects must focus on expanding the pool of qualified workers in occupations listed on the VOEE's Virginia High Demand Occupations Dashboard. A demonstration tutorial for the High Demand Occupations Dashboard can be found here.

Steps to utilize the High Demand Occupation List Dashboard:

1) Select Region Type and select the Local Workforce Development Area or MSA that most closely matches the participating localities presented in the application.
2) Select your Region Name. More than one region may be selected.
3) Select the VOEE Career Cluster - Health Science Career Cluster.
4) Generate the list of high-demand occupations. This list may be downloaded and saved.

4) Existing Capacity and Proposed Expansion

Describe the region's current capacity to train workers in the identified occupations and how the project will expand or improve that capacity. Developing an inventory of existing training programs and the base-level capacity of current systems partners is encouraged

Responses should:

- Summarize existing training programs and providers
- Identify gaps in current capacity or alignment with employer demand
- Explain how the project will create new or expanded training opportunities

VOEE has developed an Education and Workforce Alignment Dashboard to better understand training providers and educational programs across GO Virginia Regions as an additional resource.